

Overbrook Farm uses the Lexmark C534n to review advertising proofs and to produce marketing materials.

Thoroughbred horse farm finds record-breaking color solution with Lexmark C534n

The Organization

Located on 2,300 acres of pastoral rolling meadows in the midst of Kentucky bluegrass horse country, Overbrook Farm, founded in 1972, has produced several legendary names, including 1996 Kentucky Derby® winner Grindstone and 1996 Belmont Stakes® winner Editor's Note. Held in the highest regard throughout the thoroughbred world, Overbrook Farm currently is home to 100 broodmares and eight stallions, including leading sire Storm Cat. With nearly 100 foals born every year, up to 300 horses reside at Overbrook at any given time.

The Challenge

At Overbrook Farm, image is everything. Though its administrative office consists of just 12 employees, they use a collection of monochrome lasers printers from several manufacturers and one color inkjet to print an assortment of daily industry reports, advertising proofs, invoices, spreadsheets, employee handbooks, newsletters, and correspondence.

The Farm's marketing manager receives drafts of its ads from its agency and had been printing proofs on a color inkjet. Slow to print, the ad proofs used a lot of ink and required a considerable amount of time to dry. Colors were muted and image textures just were not evident. "We knew we were not getting a true representation of what our ads would really look like in print," said Wayne Gabbard, Overbrook's Office Manager.

The industry reports are also a vital tool for Overbrook's breeders and trainers. "These reports contain industry news and dozens of photos and performance charts of horses that won races the previous day," said Gabbard. Averaging nearly 200 sheets daily, the reports were being produced on a monochrome laser printer, collated and then distributed to Overbrook executive personnel.

"In black and white, these reports lacked impact and some information was difficult to read," said Gabbard. "We knew printing in color was the answer,

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—Wayne Gabbard
Office Manager
Overbrook Farm
Lexington, Ky.
www.overbrookfarm.com



but the inkjet was too slow, the colors appeared dull, and constantly replacing the ink cartridges was expensive and time consuming."

In addition, when using the inkjet to print photos, including the ad proofs and charts on plain paper, the wet ink was absorbed, warping the paper and causing text and images to bleed.



Overbrook Farm retires its monochrome laser and inkjet printers and replaces them with a Lexmark C534n.

The Solution

To improve its ad review process and the appearance and impact of its daily industry reports, Overbrook Farm chose to evaluate the Lexmark C534n color laser printer. Ideal for small businesses, corporate workgroups, branch offices and even thoroughbred horse farms, the C534n delivers photorealistic output and crisp text at up to 22 color and 24 monochrome pages per minute on plain paper.

To produce crisp professional-quality color images with 4,800 Color Quality and available 1,200 x 1,200 dot-per-inch resolution, the C534n leverages the latest advances in microscopic spherical toner technology.

Unlike an inkjet, whose wet ink bleeds, causing absorbent plain paper to buckle and images to smear, the C534's dry micro-powdered toner allows Overbrook to print the ad proofs and industry reports in vivid full color.

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Equipped with a standard Ethernet port and automatic network self-discoverability capability, Gabbard set up the C534n on Overbrook's network, installed the cyan, magenta, yellow and black toner cartridges, loaded paper, and had the unit printing documents from a dozen networked computers in less than 20 minutes.

"The colors from the C534n were bright and brilliant, the way you'd expect them to be," Gabbard said. "With the inkjet, colors were dull and black text wasn't a crisp, solid black."

A feature being used heavily at Overbrook is the C534n's front panel USB port that supports printing PDF and other graphics files directly from a USB thumb drive.

"When our employees return from trips where they've taken photos of horses we're interested in, we can put those images on a thumb drive and print them without the need to use a computer at all," said Gabbard. "That convenience is terrific, and it allows us to get hundreds of high-quality photos printed and distributed more quickly than before."

With its full graphical LCD operator panel, the Lexmark C534n displays images that guide users through toner cartridge replacement, loading paper, or clearing a rare misfeed. For larger businesses, the same display can provide IT administrators with detailed status and usage information. Routine maintenance is simplified with cyan, magenta, yellow and black toner cartridges, as well as paper, that all load from the front.

The Results

Ad proofs are now printed and reviewed by Overbrook's staff quickly and easily and in a format that accurately represents the intended finished product. They now show their true, deeply saturated colors, exactly as the designer intended and as they will appear in magazines.

Daily reports for Overbrook's employees now have the impact they lacked, helping key information stand out that might have otherwise gone unnoticed. At up to 22 pages per minute, the hundreds of pages print much faster. And on its letterhead, the Overbrook Farm logo and racing-silk colors look more vivid than ever.

"For any small business that has not invested in a color laser because they think it's too complicated or expensive, the C534n is an excellent introduction," said Gabbard. "Setup is easy, routine maintenance is simple, the cost of toner is very reasonable, and the quality is outstanding."

World renowned for the speedy thoroughbreds it produces, Overbrook Farm is discovering that printing in color can be fast and impact the bottomline as well.

Lexmark C534n

